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ABSTRACT

Designed for use by study coordinators, library supervisors, and data collectors, this manual is the basic reference and training document from the 1982 field survey of public online catalog users and nonusers in 31 U.S. research, academic, community college, public, and governmental libraries. The field survey was coordinated by the Research Libraries Group (RLG) and four other organizations. The manual's first chapter gives general information about the study. Its second chapter is addressed to data collectors and provides guidelines for recruiting computer catalog users and nonusers. Included are a list of data collector responsibilities, a sampling schedule, and specific instructions for preparation, filling in forms, dealing with various types of user and nonuser prospects, and checking completed questionnaires for correct marking. A final chapter highlights the responsibilities of study supervisors, particularly in selecting and training data collectors, controlling questionnaires and other study materials, maintaining quality control of data collection, and making weekly reports to the study coordinators. Appendices comprise samples of a study information sheet for use during the field survey, a time block summary sheet for use by data collectors, a supervisor's weekly report form, list of key points for data collectors and study supervisors, and scripts for use in user and nonuser data collection. (ESR)

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PUBLIC ONLINE CATALOG STUDY

DATA COLLECTION MANUAL AND SAMPLING PLAN

David C. Miller and Daphna Baratz

NOTE: Reports of the study conducted using procedures in this manual are to be submitted to the Council on Library Resources by J. Matthews & Associates, the Library of Congress, the Online Computer Library Center, the Research Libraries Group and the University of California, Division of Library Automation. This report was submitted to the Council in September 1982.

The Research Libraries Group
Stanford, California
March 1982

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Chapter 1

INTRODUCTION

1.1 THE COMPUTER CATALOG PUBLIC ACCESS STUDY

Academic, research, and public libraries are swept up in the computer-driven transformation which is so rapidly changing the face and quality of virtually every sector of American life. As in the other areas of transformation, the rapid diffusion of computers in libraries involves economics, service standards, and manageability.

While computer support already is well-established in library "back shop" operations, direct provision of computer-based services to library patrons is only now on the brink of becoming a general practice. Among these emerging services, the provision of computer-based library catalog access directly to library patrons is foremost and perhaps most fundamental.

Few library patrons or library and information-science professionals would contend that the familiar, conventional library card catalog is faultless. Even if such were the case, merely computerizing the structure and contents of card catalogs would be impractical and ill-advised, because the two mediums exhibit different features, strengths, and weaknesses. Rather, new computer catalogs should be based on an informed appreciation of what such systems can do, what library catalog users need and want, and which user-computer interfaces are most satisfactory for all users.

A great deal is known about the capabilities of computer-based library catalogs. Unfortunately, much less and not nearly enough is understood about what library patrons want and need from computer catalogs, or how patrons feel about using computer catalogs.

The Computer Catalog Public Access Project is a national study designed to increase general knowledge and understanding about patron use of computer catalogs in American academic, research, and public libraries.

The study is funded by grants from the Council of Library Resources, Washington, D.C. to a consortium of library organizations including: The Library of Congress; J. Matthews & Associates, Inc.; Online Computer Library Center, Inc. (OCLC); Research Libraries Group, Inc. (RLG); and the University of California, Division of Library Automation.

The study is being conducted at some 30 academic, public, and research library systems in North America where computer catalogs have already been made available to library patrons.

1.1.1 Study Goals

1. To produce data and interpretations that will enable designers of public online catalogs to improve system interface features.

2. To produce data and interpretations that will enable libraries to improve the implementation and support services (the organization interface) for public online catalogs.

3. To collect additional data that will enable libraries to extend public online catalog services to potential users.

1.1.2 Study History and Status

Planning for the study began in December, 1980. A full-scale Pilot Field Survey was conducted during October-December 1981, in which data was collected from some 3,000 Computer Catalog Users and NonUsers. While indicative data was collected, the principal object of the Pilot Study was to test and find ways to improve data collection and analysis instruments, methods, and procedures. These improvements are incorporated in this Data Collection Manual. The Full Field Survey is being conducted during an eight-week period in Spring, 1982, beginning April 5 and ending May 30 in some 30 library systems throughout the United States, during which data will be collected from approximately 25,000 persons.

1.1.3 Study Strategy

A sample of computer catalog users will be invited to participate at specified dates, times, and Terminal Locations throughout the library system. Library users who have not used that library's computer catalog will be identified at major traffic points in library buildings where there is a Terminal Location. Data will be collected on individual questionnaires completed by the respondents and returned to Data Collectors. The User Questionnaire takes about 15-25 minutes to complete; the NonUser Questionnaire can be completed in 5-10 minutes.

1.2 DATA COLLECTION MANUAL

This Data Collection Manual is the basic reference and training document for the Full Field Survey in Spring, 1982. The Manual is designed to be used by:

1. Study Coordinators

2. Library Supervisors

3. Data Collectors

The tasks and duties of these roles are described in the next section of this Manual. By following this Manual, we are striving to assure that data collection procedures are uniform for all participating library systems. The Manual can be used to clarify communication and to coordinate activities among Study Coordinators, between Library Supervisors and Study Coordinators, and between Data Collectors and Library Supervisors. The Manual can be used to train Data Collectors, and can also serve as a ready reference guide to clarify procedures. Finally, the Manual may help resolve uncertainties or issues in analyzing the data collected, by documenting in advance what data was sought, and what procedures were specified to collect that data.

The Manual has three chapters. Chapter 1 gives general information about the Study. Chapter 2 is addressed to Data Collectors and walks through the process of recruiting computer catalog Users and NonUsers. Chapter 3 highlights the responsibilities of Study Supervisors, particularly the training of Data Collectors.

1.3 INDIVIDUALS RESPONSIBLE FOR DATA COLLECTION

Three roles with corresponding responsibilities are involved in the data collection effort, as follows:

STUDY COORDINATOR. The Study Supervisor's primary point of contact with central project staff. Provides Study Supervisor with questionnaires, Sampling Schedule, forms, and procedural guidelines covering the data collection process. Assists in training Data Collectors. Supports Supervisor in dealing with activities or problems not covered by procedures, especially problems stemming from schedule deviations and missing or unsatisfactorily completed questionnaires. Makes site visit(s) if and as appropriate during data collection period. Keeps Supervisor informed about progress, status, and problems during data collection period. Provides whatever other information, guidance, or assistance the Supervisor may require (For instance, Markey, Matthews, Zich are Coordinators.)

STUDY SUPERVISOR. Organizes and manages all data collection activities for the study in her/his library. Selects, trains, and oversees the activities of the Data Collectors. Receives, holds, and is responsible for the use, return, or disposition of questionnaires, forms, and other materials provided by the study. Is responsible for Data Collector's compliance with Sampling Schedule and procedures. Provides other necessary administrative materials. Reviews all completed questionnaires to ensure the completeness and satisfactory quality of data as it is being collected. Orients the library staff and community concerning the study and handles any inquiries about the study. Makes certain that completed questionnaires are returned according to specified schedule. Keeps Study Coordinator currently and accurately informed about the progress and status of the data collection effort. Alerts Coordinator whenever any significant problems or exceptions occur and works with the Coordinator to resolve such items promptly.

DATA COLLECTOR. Under the Supervisor's direction, the Data Collector or DC is directly responsible for actual collection of data. Collects data from Users and NonUsers of Computer Catalog at Terminal Locations and in library during

Time Blocks specified in Sampling Schedule. Following specified procedures in which s/he has been trained, selects, screens, and recruits Respondents; distributes and collects questionnaires; checks them for completeness; and submits them to Supervisor after each Time Block covered. For each Time Block, completes and submits Time Block Summary Sheet, which reports on control information, acceptance and refusal statistics, and specified background information items on Nonrespondents. Is accountable for compliance with specified Sampling Schedule and procedures, and for all questionnaires received from Supervisor. Records and reports all problems or occurrences which disrupt data collection or which may affect the quality of data being collected.

1.4 ORIENTING STAFF AND COMMUNITY

Successful data collection in the library relies upon the understanding and support of staff and patrons. Natural curiosity about the nature and purpose of the study will be aroused when data collection begins. It is therefore important that the Supervisor disseminate basic information about the study. Study Supervisors may elect to disseminate information about the study in the form of:

Information Sheet: An information sheet describing the study has been prepared (see Appendix A in this Manual). We suggest that Study Coordinators post the sheet on bulletin boards in the library, and at other appropriate points, such as reference desks and information desks, with copies available for those who inquire about the study.

News Release: The Information Sheet also serves as a news release about the study. Study Supervisors can notify campus and community media about the study by sending them a cover letter accompanied by the information sheet.

Staff Meeting Presentation: Supervisor may elect to make a brief presentation about the study and the library's participation at a regularly scheduled library staff meeting.

1.5 DATA COLLECTION MATERIALS

A specific set of forms, materials, and supplies is required for the data collection effort. Questionnaires are the fundamental data collection form, and are provided to the library in the quantity required. Master copies of other forms are provided to the library. All necessary forms, materials, and supplies are itemized below. (S) after an item means that the item will be provided by the study in sufficient quantity. (M) after an item means that Master copies will be provided by the study. (L) after an item means that the item should be provided by the participating Library.

1. Sampling Schedule (S)
2. User Questionnaires (S)
3. NonUser Questionnaires (S)

4. Time Block Summary Sheet(S,M) (see Appendix B)

5. Supervisor's Weekly Report Form (M) (see Appendix C)

6. Key Points For Data Collectors (S,M) (see Appendix D)

7. Key Points For Study Supervisors, (M) (see Appendix E)

8. Facts About the National Computer Catalog Study Sponsored By The Council On Library Resources, Inc. (S, M) (see Appendix A)

9. National Computer Catalog Study In Progress, general notice sign (L)

10. Reserved tables/chairs at data collection site (L)

11. Reserved for Computer Catalog Study, tabletop signs (L)

12. Box for completed questionnaires, labelled Return Completed Questionnaires Here (L)

13. This is Terminal XX,Terminal ID Signs (L)

14. Data Collector's ID Badge (L)

15. Supply of Number 2 pencils (L)

16. Clipboard (L)

17. Timepiece (L)

18. Data Collection Manual (is this document) (S)

Chapter 2

DATA COLLECTION PROCEDURES

2.1 OVERVIEW OF PROCEDURES

Study Supervisors work closely with Data Collectors to ensure that their activities are coordinated and that data collection procedures are accurate and uniform from library to library. Data Collectors recruit computer catalog User at computer catalog Terminal Locations to complete a multiple-choice User Questionnaire. Data Collectors separately recruit library patrons who are NonUsers of that library's computer catalog; NonUsers are recruited at library entrances or in card catalog areas. Users and NonUsers are recruited according to specific schedules given to Data Collectors in the Sampling Schedule. Data Collectors submit completed questionnaires and forms to the Study Supervisor, who verifies that the work is complete and correct and forwards it, with her/his own report to the designated address where the data is captured and analyzed.

2.2 DATA COLLECTOR (DC) DESCRIPTION

Repeating from Chapter 1 for convenient reference, working under the Supervisor's direction, the Data Collector or DC is directly responsible for actual collection of data, as follows:

1. Collects data from Users and NonUsers of Computer Catalog at Terminal Locations and in library during Time Blocks specified in Sampling Schedule.

2. Following specified procedures in which s/he has been trained, selects, screens, and recruits Respondents; distributes and collects questionnaires; checks them for completeness; and submits them to Supervisor after each Time Block.

3. For each Time Block, completes and submits Time Block Summary Sheet, which reports on control information, acceptance and refusal statistics, and specified background information items on Nonrespondents.

4. Is accountable for compliance with specified Data Collection Sampling Schedule and procedures, and for all questionnaires received from Supervisor.

5. Records and reports all problems or occurrences which disrupt data collection or which may affect the quality of data being collected.

2.3 SAMPLING SCHEDULE

The Sampling Schedule is intended to obtain a representative sample of the library's computer catalog Users and NonUsers. The Sampling Period is a designated period of eight consecutive weeks, beginning April 5 and ending May 30, 1982. Each week, library computer catalog Users will be sampled in four Time Blocks and NonUsers will be sampled in two Time Blocks. Every Terminal Locations is sampled for Users, and every library building which has a Terminal Location is sampled for NonUsers. Sampling procedures are such that locations and times are sampled proportionately with traffic levels reported by the Study Supervisor. The Sampling Plan used to generate the Sampling Schedule is given in Appendix H. The library's Sampling Schedule specifies location, date, and time for each period when data is to be collected. The Sampling Schedule also specifies for each Sampling Period whether Users or NonUsers are to be sampled. Each Data Collector will be given this information by the Study Supervisor for every Sampling Period the Data Collector is assigned. An EXAMPLE of a portion of a COMPLETED Sampling Schedule is given on the next page.

EXAMPLE OF A COMPLETED SAMPLING SCHEDULE (EXCERPT)

LIBRARY: Northwestern University ID Code = NOR

SAMPLING PERIOD: April 5 TO May 30, 1982

Notes:
1. In "WHO" column, "U" = USER, "N" = NONUSER
2. In "LOC" column, use these 2-letter Location Codes:
   EN=ENglish, HI=HIstory, KR=KResge, MA=MAin, SC=Sci./Eng.
3. In "MON" (Month) column, use 3-letter abbreviations.
4. In "TB" (Time Block) column, "M" (Morning)=9AM to 1PM, "A" (Afternoon)= 1PM to 5 PM, "E" (Evening)=5PM to 9 PM.

WHO	MON	DATE	TB	LOC	ASSIGNED TO (Data Collector's Name)
U	APR	5	M	EN	J. SMITH
U	APR	6	E	KR	D. JONES
N	APR	8	E	SC	D. JONES
U	APR	9	A	HI	J. SMITH
N	APR	11	A	MA	D. JONES
U	APR	11	E	HI	J. SMITH
U	APR	12	M	EN	D. JONES
N	APR	12	E	MA	D. JONES
U	APR	15	E	SC	J. SMITH
U	APR	17	M	EN	D. JONES
U	APR	18	A	MA	J. SMITH
N	APR	18	E	SC	D. JONES
U	APR	19	M	KR	J. SMITH
U	APR	20	M	MA	J. SMITH
N	APR	20	A	SC	J. SMITH
U	APR	20	E	MA	D. JONES
U	APR	21	E	EN	J. SMITH
N	APR	22	A	HI	J. SMITH

(ETC. FOR EACH WEEK THROUGH MAY 30)

EXAMPLE OF A COMPLETED SAMPLING SCHEDULE (EXCERPT)

2.4 USER DATA COLLECTION PROCEDURES

A USER is a person observed actually using the library computer catalog--that is, sitting or standing in front of the catalog terminal and touching its keys or screen, looking at a screen display, copying something down on paper from a screen display, etc.

Data Collector recruits Users as they finish at the terminal and start to leave. Detailed procedures are given in the following sections.

2.4.1 The USER Questionnaire

1. The USER Questionnaire is an eight-page booklet printed in BLUE INK on white paper, and the words "User Questionnaire" appear on its front cover.

2. The Data Collector is responsible for correctly completing the "OFFICE USE ONLY" section on the back cover of the User Questionnaire, except for the "Verified" section, which is completed by the Study Supervisor after the Supervisor has checked the Data Collector's work. RESPONSE CIRCLES MUST BE FILLED IN COMPLETELY WITH A NUMBER 2 PENCIL SO THAT THE AUTOMATIC SCANNER CAN READ THE RESPONSES CORRECTLY. Except for the TIME data, the Data Collector may complete the OFFICE USE ONLY section for a few questionnaires at a time as data collection proceeds, OR in checking questionnaires for complete and correct marking at the end of a Time Block. The TIME data, however, must be recorded on the questionnaire immediately before the Data Collector gives a questionnaire to a Respondent.

3. The following data elements must be reported by the Data Collector in the "OFFICE USE ONLY" section:

   a) TERMINAL ID. These are unique two-letter codes assigned to each terminal by the Study Supervisor. Terminal IDs must be clearly marked on terminals or otherwise clearly indicated to Data Collector before data collection begins at a Terminal Location.

   b) DATE. This refers to the date the questionnaire is given out by the Data Collector. Separate columns are given to report MONTH, DAY, and YEAR.

   c) DATA COLLECTOR. This is a two-letter code used by each Data Collector, consisting of the first letters of the Data Collector's first and last names.

   d) TERMINAL LOCATION. These are 2-letter codes assigned by the Supervisor and corresponding with the library's Terminal Locations. The ID codes for all locations are given in the Sampling Schedule the Data Collector is given by the Supervisor.

   e) LIBRARY SYSTEM. This is a three-letter code assigned by the study. It appears on the Sampling Schedule the Data Collector is given by the Supervisor.

f) TIME. This refers to the HOUR AND MINUTE when the Data Collector gives the questionnaire to a Respondent. AM or PM must be indicated. This item must be recorded by the Data Collector immediately before Data Collector hands the questionnaire to the Respondent.

g) VERIFIED. The Data Collector DOES NOT use this space. It is reserved for the Supervisor's name and date, after the Supervisor has checked the Data Collector's work.

4. Instructions for marking the questionnaire appear on its front cover. Data Collector should read and make certain s/he understands marking instructions thoroughly, in case Respondents have difficulty marking questionnaires.

5. The number of responses a Respondent is instructed to give varies from part to part and item to item within the questionnaire. The Data Collector should read and make certain s/he understands how many responses are permitted for each item, in case Respondents have questions.

6. The questionnaires are read in an automatic scanning machine. The scanner is extremely sensitive to wrinkles or extraneous marks on the page. In checking questionnaires for complete and correct marking at the end of a Time Block, the Data Collector should note any problems and indicate them in the upper right corner of the front cover.

2.4.2 Retrieving User Data Collection Materials

Following the Sampling Schedule with which s/he has been provided, Data Collector retrieves data collection materials from designated storage area. A labelled Time Block Packet is provided for each Time Block. Data Collector should check to make sure that the Packet has each of the following items:

1. 25 USER Questionnaires
2. 1 Time Block Summary Sheet
3. 1 "KEY POINTS FOR DATA COLLECTORS"
4. 1 "FACTS ABOUT THE COMPUTER CATALOG STUDY"
5. 1 "SCRIPT FOR USER DATA COLLECTION"

And with the Packet:

6. 1 sign, "COMPUTER CATALOG STUDY IN PROGRESS"
7. 3 tabletop signs, "RESERVED: COMPUTER CATALOG STUDY IN PROGRESS"
8. 1 box labelled "PLEASE RETURN COMPLETED QUESTIONNAIRES HERE"

9. 1 Data Collector Badge bearing Data Collector's name

10. 12 Number 2 pencils

11. 1 Clipboard

12. 1 Timepiece

2.4.3 Preparing User Data Collection Site

Data Collector takes data collection materials to the data collection site designated on the Sampling Schedule, posts sign, "COMPUTER CATALOG STUDY IN PROGRESS," in a conspicuous location, and places signs, "RESERVED FOR COMPUTER CATALOG STUDY" on tables designated as the work station, where Users will complete the questionnaires. Data Collector puts on ID Badge, makes certain that other necessary data collection materials (see preceding section) are in order, and particularly insures that questionnaires are arranged in ascending numerical order. Data Collector then completes Items 1 through 9 on the Time Block Summary Sheet and begins to recruit s.

2.4.4 Completing The Time Block Summary Sheet

The Time Block Summary Sheet or TBS Sheet is the basic form used by the Data Collector to record and report activity for each Time Block covered. The Time Block Summary Sheets are submitted to the Study Supervisor, who checks them for completeness and correctness, then forwards them with the completed questionnaires and the Supervisor's Weekly Report to the Study. It is essential that the Data Collector complete the Sheets and check them carefully--otherwise, the data gathered in a Time Block may be worthless.

An example of a correctly completed Time Block Summary Sheet is given on the next page.

EXAMPLE OF A COMPLETED TIME BLOCK SUMMARY SHEET

1a X USER 1b ___ NONUSER 2. LIBRARY SYSTEM NOR

3. TERMINAL LOCATION EN 4. DATA COLLECTOR'S INITIALS JS

5. DATE (Mon/Day/Yr) 4-5-82 6. TIME BLOCK (M,A,orE) M
(M=9AM/1PM, A=1PM/5PM, E=5PM/9PM)

7. QUESTIONNAIRES TAKEN FROM STORAGE: Serial Numbers 14647 to 14672

8. WHAT WAS TOTAL NUMBER OF QUESTIONNAIRES TAKEN FROM STORAGE: 25

9. TIME ACTUAL RECRUITING BEGUN: HOUR 9 MINUTE 13 X AM or ___ PM

	DATA COLLECTION TALLY	TOTALS
10. COMPLETED	///// ///// ///// ///// /////	25
11. DECLINED	///// ///// /	
Male	///// //	
Female	////	
Age 15-19	//	
20-34	///// ///	
35-54	/	
55-64		
65+		11
12. SCREENED	///// //	
Repeater	///	
Staff	///	
Volunteer	/	7

13. TIME ACTUAL RECRUITING ENDED: HOUR 12 MINUTE 21 ___ AM or X PM

14. COMMENTS. ON back, report by serial number all MISSING, X MARKS, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires, computer down times, or any occurrence which could have influenced data quality. BE SURE TO SIGN THIS TIME BLOCK SUMMARY SHEET BELOW.

15. DATA COLLECTOR'S SIGNATURE /S/ Jean Smith

OVER

EXAMPLE OF A COMPLETED TIME BLOCK SUMMARY SHEET

2.4.5 Computer Catalog Down-Time Problems

Computer catalogs sometimes "crash" or are taken out of service for some reason during hours when library patrons want to use them. Without asking, we know that Users will have a bad impression of the computer catalog at such periods. In this study, we want to capture User experiences and opinions during periods when the computer catalog is in normal operation. The following guidelines should be followed:

1. When Data Collector arrives at the Terminal Location, verify that the computer catalog is working as it should. This can be done by asking the appropriate library staff member, or by trying to make a simple search.

2. If the computer catalog is out of service when the Data Collector arrives at a Terminal Location, Data Collector should wait 30 minutes to see if the catalog is restored to normal service.

3. If the catalog is NOT restored to normal service within 30 minutes, Data Collector should cancel data collection for that Time Block, return questionnaires to the designated point, AND REPORT THE TIME BLOCK CANCELLATION TO THE STUDY SUPERVISOR.

4. If the catalog IS RESTORED to normal service within 30 minutes, Data Collector should WAIT A FULL 15 MINUTES AFTER NORMAL SERVICE IS RESTORED before beginning data collection.

5. The same guidelines should be used if the catalog goes out of service DURING the Time Block, with the following exception:

6. If the computer catalog is out of service for NO MORE THAN 5 MINUTES AT A TIME during a Time Block, Data Collector should continue collecting data. HOWEVER, the exact time periods when the computer catalog is out of service should be noted on the Time Block Summary under Item 14.

2.4.6 Counting Users (Sampling Procedures)

1. Data Collector BEGINS with the first User who finishes using a terminal AFTER Data Collector has finished preparing the data collection site.

2. After recruiting a User and getting him/her started on the questionnaire, Data Collector selects the SECOND NEXT (that is, every other) User who finishes at any terminal.

3. Data Collector proceeds until EITHER:

   a) 25 completed questionnaires have been turned in, OR,

   b) The four-hour Time Block expires.

c) If a Respondent is not finished with a questionnaire when the Time Block expires, Data Collector waits to collect the completed questionnaire.

d) The 8-week (April 5/May 30) User data collection Target is 550 completed questionnaires. Data collection proceeds as scheduled until either:

e) The Target of 550 completed questionnaires is reached; OR

f) The Data Collection Period ends on May 30, 1982.

2.4.7 Recruiting Users

After completing preparatory activities at the Terminal Location, Data Collector approaches the NEXT PERSON WHO FINISHES USING A TERMINAL, and says:

> "HELLO, I'M (tells name). THE LIBRARY IS TAKING PART IN A NATIONAL STUDY OF LIBRARY COMPUTER CATALOGS. PLEASE TAKE A FEW MINUTES TO FILL IN THIS QUESTIONNAIRE (hands questionnaire to prospective respondent) ABOUT THE LIBRARY'S COMPUTER CATALOG.

2.4.8 Five User Prospect Types

Prospective NonUser Respondents can be sorted into five categories:

1. Prospects who DECLINE.
2. Prospects who are SCREENED OUT.
3. Prospects who VOLUNTEER.
4. Prospects who ACCEPT AND QUALIFY.
5. Prospects who HAVE QUESTIONS.

Procedures for dealing with each of these types are given in the following sections.

2.4.9 User Prospects who DECLINE

Data Collector says "THANK YOU VERY MUCH," and turns away.

Data Collector records the decline on the Time Block Summary Sheet, noting the decliner's sex and estimated age.

2.4.10 User Prospects who are SCREENED OUT

AFTER a Prospect ACCEPTS but BEFORE s/he is given a questionnaire, Data Collector says:

> "HAVE YOU DONE ONE OF THESE SINCE APRIL FIRST, OR BY CHANCE ARE YOU A LIBRARY STAFF MEMBER?" IF Prospect replies "YES" to either question, Data Collector says, "IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW, BUT THANK YOU FOR YOUR COOPERATION, ANYWAY."

2.4.11 User Prospects Who VOLUNTEER

Some library patrons who notice the data collection activity may volunteer to complete a questionnaire. While their interest and cooperation are appreciated, sampling strategy requires that their questionnaires be carefully marked "VOLUNTEER" in the upper righthand corner of the questionnaire front cover before the questionnaire is given to them. Volunteer questionnaires will be treated separately in the data analysis phase, and it is essential that Volunteer questionnaires be clearly identified as such by the Data Collector. The Supervisor will doublecheck this carefully.

2.4.12 User Prospects who ACCEPT AND QUALIFY

These are the Respondents we seek, Prospects we have selected, who accept, and who are not screened out by the Data Collector. Data Collector says:

> (Walking with Respondent to work station) "HERE IS YOUR QUESTIONNAIRE. PLEASE USE THIS PENCIL (gives her/him a Number Two Pencil). PLEASE READ THE DIRECTIONS CAREFULLY BEFORE YOU BEGIN. MARK YOUR ANSWERS BY FILLING IN THE CIRCLES BESIDE THEM. PLEASE BE SURE TO FILL THE CIRCLES IN COMPLETELY, SO THAT THE SCANNER WILL RECORD YOUR ANSWERS CORRECTLY. YOU MAY SIT HERE TO DO THE QUESTIONNAIRE. WHEN YOU'RE FINISHED, PLEASE PUT YOUR QUESTIONNAIRE IN THAT BOX (points at box). THANK YOU."

Data Collector turns away from the Respondent, completes the entry on the Time Block Summary Sheet, and begins sampling and recruiting for the next Prospect (see "Counting Users" section above).

2.4.13 User Prospects who HAVE QUESTIONS

In recruiting and getting completed questionnaires from library computer catalog users, the Data Collector may have to deal with three types of questions from Prospects and Respondents:

1. Questions about THE STUDY AND THE PROSPECT'S PARTICIPATION. Questions which can be anticipated, with Data Collector's reply, are:

a) "How long will it take?" "ABOUT 15 MINUTES".

b) "What's it for?" "A NATIONAL SURVEY TO LEARN WHAT LIBRARY USERS THINK ABOUT LIBRARY COMPUTER CATALOGS."

c) "But why me? I don't know anything about it." "WE'RE INTERESTED IN YOUR COMMENTS ON THE USE YOU JUST MADE OF THE COMPUTER CATALOG."

d) "I'll take it home and bring it back to you." "WE NEED TO HAVE YOUR COMMENTS RIGHT NOW, WHILE THE EXPERIENCE IS FRESH IN YOUR MIND."

e) "But I'm a library staff member." "IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW, BUT THANK YOU FOR YOUR COOPERATION, ANYWAY.

f) (Volunteer) "May I fill out one of those?" "OF COURSE. HERE YOU ARE." (Data Collector must remember to mark "VOLUNTEER" clearly in the upper right corner of the questionnaire front cover before giving it to the Volunteer.)

g) "Who is doing the Survey?" "THE COUNCIL ON LIBRARY RESOURCES IN WASHINGTON, D.C."

2. Questions about THE QUESTIONNAIRE. Questions which can be anticipated, with Data Collector's reply, are:

a) "I don't understand how to mark this." "HAVE YOU READ THE INSTRUCTIONS CAREFULLY? WHICH ONE DON'T YOU UNDERSTAND?"

b) "I don't understand what this question means." "PLEASE JUST DECIDE WHAT YOU THINK IT MEANS, AND ANSWER ACCORDINGLY."

c) "None of the answers on this one fit." "PLEASE MARK THE REPLY THAT IS NEAREST YOURS."

d) "I want to mark more answers here." "PLEASE CHECK THE INSTRUCTIONS FOR THAT ITEM. IF YOU MARK MORE THAN IS INDICATED, YOUR ANSWER MAY NOT BE COUNTED."

e) "Do I answer questions 57-59" (In public library) "NO." (In academic or research library) "YES."

2.4.14 Checking User Questionnaires For Correct Marking

A returned questionnaire may have little or even no value unless it has been completed fully and correctly. The Data Collector is asked to check each questionnaire carefully before submitting it to the Study Supervisor, who in turn will verify each questionnaire before forwarding it for analysis.

The Data Collector may doublecheck the questionnaires EITHER as they are returned by Respondents OR at the end of a Time Block. Every questionnaire should be checked for the following items:

1. Has Data Collector fully and correctly completed the "OFFICE USE ONLY" section on the back cover of the questionnaire? This section must be coded for Library System ID (three letters), Location (two letters), and Month, Day, and Year. (The "Verified" portion will be completed by the Study Supervisor.)

2. Are there any EXTRANEOUS MARKINGS on the questionnaire which might interfere with the automatic scanning process. If they can be erased, Data Collector erases them. If not, Data Collector writes "X MARKS" in the upper right corner of the front cover of the questionnaire.

3. Is the questionnaire wrinkled, torn, or mutilated, a condition which may cause it to jam in the automatic scanner? If so, Data Collector writes "DAMAGE" in the upper right corner of the questionnaire front cover.

4. For every questionnaire turned in by a Volunteer, is the word "VOLUNTEER" written in the upper right corner of the questionnaire front cover? (If ,in error, a questionnaire is submitted by a library staff member, "STAFF" should be written instead of "VOLUNTEER".)

5. Did the Respondent answer EVERY ITEM on the questionnaire? If not, Data Collector writes "INCOMPLETE" in the upper right corner of the questionnaire front cover.

6. Did the Respondent COMPLETELY FILL IN THE CIRCLES in marking her/his replies? If not, Data Collector should complete filling-in every circle where Respondent has marked a response.

2.4.15 Returning User Data Collection Materials

1. After checking all questionnaires for complete and correct marking, the Data Collector makes sure that questionnaires are in correct serial-number order (lowest number on top), and that unused questionnaires are separated from used ones.

2. Data Collector reviews completed Time Block Summary Sheet to make sure that it has been fully and correctly completed.

3. Data Collector collects all other data collection materials brought to the site.

4. Data Collector returns questionnaires and data collection materials to the Study Supervisor, or leaves them in a secure storage area designated by the Supervisor.

2.5 NONUSER DATA COLLECTION PROCEDURES

A NONUSER is a library patron who states that s/he has never used that library's computer catalog.

Data Collector screens for and recruits NonUsers at the main entrance or other designated point in the library. Detailed procedures are given in the following sections.

2.5.1 The NONUSER Questionnaire

The NONUSER Questionnaire is a four-page booklet printed in BLUE INK ON VIOLET PAPER, and the word "QUESTIONNAIRE" appears on its front cover.

1. The Data Collector is responsible for correctly completing the "OFFICE USE ONLY" section on the back cover of the User Questionnaire, except for the "Verified" section, which is completed by the Study Supervisor after the Supervisor has checked the Data Collector's work. RESPONSE CIRCLES MUST BE FILLED IN COMPLETELY WITH A NUMBER 2 PENCIL SO THAT THE AUTOMATIC SCANNER CAN READ THE RESPONSES CORRECTLY. Except for the TIME data, the Data Collector may complete the OFFICE USE ONLY section for a few questionnaires at a time as data collection proceeds, OR in checking questionnaires for complete and correct marking at the end of a Time Block. The TIME data, however, must be recorded on the questionnaire immediately before the Data Collector gives a questionnaire to a Respondent.

2. The following data elements must be reported by the Data Collector in the "OFFICE USE ONLY" section:

   a) LIBRARY SYSTEM. This is a three-letter code assigned by the study. It appears on the Sampling Sheet the Data Collector is given by the Supervisor.

   b) LOCATION. These are 2-letter codes assigned by the Supervisor and corresponding with the library's designated NonUser Sampling Locations. The ID codes for all locations are given in the Sampling Sheet the Data Collector is given by the Supervisor.

   c) DATA COLLECTOR. This is a two-letter code used by each Data Collector, consisting of the first letters of the Data Collector's first and last names.

d) DATE. This refers to the date the questionnaire is given out by the Data Collector. Separate columns are given to report MONTH, DAY, and YEAR.

e) TIME. This refers to the HOUR AND MINUTE when the Data Collector gives the questionnaire to a Respondent. AM or PM must be indicated. This item must be recorded by the Data Collector immediately before Data Collector hands the questionnaire to the Respondent.

f) VERIFIED. The Data Collector DOES NOT use this space. It is reserved for the Supervisor's name and date, after the Supervisor has checked the Data Collector's work.

3. Instructions for marking the questionnaire appear on its front cover. Data Collector should read and make certain s/he understands marking instructions thoroughly, in case Respondents have difficulty marking questionnaires.

4. The number of responses a Respondent is instructed to give varies from part to part and item to item within the questionnaire. The Data Collector should read and make certain s/he understands how many responses are permitted for each item, in case Respondents have questions.

5. The questionnaires are read in an automatic scanning machine. The scanner is extremely sensitive to wrinkles or extraneous marks on the page. In checking questionnaires for complete and correct marking at the end of a Time Block, the Data Collector should note any problems and indicate them in the upper right corner of the front cover.

2.5.2 Retrieving NonUser Data Collection Materials

Following the Sampling Schedule with which s/he has been provided, Data Collector retrieves Data Collection materials from designated storage area. A labelled Time Block Packet is provided for each Time Block. Data Collector should check to make sure that the Packet has each of the following items:

1. 25 NONUSER Questionnaires
2. 1 Time Block Summary Sheet
3. 1 "KEY POINTS FOR DATA COLLECTORS"
4. 1 "SCRIPT FOR NONUSER DATA COLLECTION"
5. 1 "FACTS ABOUT THE COMPUTER CATALOG STUDY"

And with the Packet:

6. 1 sign, "COMPUTER CATALOG STUDY IN PROGRESS"

7. 3 tabletop signs, "RESERVED: COMPUTER CATALOG STUDY IN PROGRESS"

8. 1 box labelled "PLEASE RETURN COMPLETED QUESTIONNAIRES HERE"

9. 1 Data Collector Badge bearing Data Collector's name

10. 12 Number 2 pencils

11. 1 Clipboard

12. 1 Timepiece

2.5.3 Preparing NonUser Data Collection Site

Data Collector takes data collection materials to the data collection site designated on the Sampling Schedule, posts sign, "COMPUTER CATALOG STUDY IN PROGRESS," in a conspicuous location, and places signs, "RESERVED FOR COMPUTER CATALOG STUDY" on tables designated as the work station, where NonUsers will complete the questionnaires. Data Collector puts on ID Badge, makes certain that other necessary data collection materials (see preceding section) are in order, and particularly insures that questionnaires are arranged in ascending numerical order. Data Collector then completes Items 1 through 9 on the Time Block Summary Sheet and begins to recruit NonUsers.

2.5.4 Completing The Time Block Summary Sheets

The Time Block Summary Sheet is the basic form used by the Data Collector to record and report activity for each Time Block covered. The Time Block Summary Sheets are submitted to the Study Supervisor, who checks them for completeness and correctness, then forwards them with the completed questionnaires and the Supervisor's Weekly Report to the Study. It is essential that the Data Collector complete the Sheets and check them carefully--otherwise, the data gathered in a Time Block may be worthless.

An example of a correctly completed Time Block Summary Sheet is given on the next page.

EXAMPLE OF A COMPLETED TIME BLOCK SUMMARY SHEET

1a ___ USER 1b X NONUSER 2. LIBRARY SYSTEM NOR

3. TERMINAL LOCATION EN 4. DATA COLLECTOR'S INITIALS JS
5. DATE (Mon/Day/Yr) 4-5-82 6. TIME BLOCK (M,A,orE)
(M=9AM/1PM, A=1PM/5PM, E=5PM/9PM)

7. QUESTIONNAIRES TAKEN FROM STORAGE: Serial Numbers 14647 to 14672

8. WHAT WAS TOTAL NUMBER OF QUESTIONNAIRES TAKEN FROM STORAGE: 25

9. TIME ACTUAL RECRUITING BEGUN: HOUR 9 MINUTE 13 X AM or ___ PM

DATA COLLECTION TALLY	TOTALS
10. COMPLETED __///// ///// ///// ///// /////_____	25
11. DECLINED __///// ///// /_____	
Male ___///// //_____	
Female __////_____	
Age 15-19 __//_____	
20-34 ____///// ///_____	
35-54 ___/_____	
55-64 _____	
65+ _____	11
12. SCREENED ____///// //_____	
Repeater ____///_____	
Staff ___///_____	
Volunteer ____/_____	
	7

13. TIME ACTUAL RECRUITING ENDED: HOUR 12 MINUTE 21 ___ AM or X PM.

14. COMMENTS. ON back, report by serial number all MISSING, X MARKS, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires, computer down times, or any occurrence which could have influenced data quality. BE SURE TO SIGN THIS TIME BLOCK SUMMARY SHEET BELOW.

15. DATA COLLECTOR'S SIGNATURE __/S/ Jean Smith_____

"OVER"

EXAMPLE OF A COMPLETED TIME BLOCK SUMMARY SHEET

2.5.5 Counting NonUsers (Sampling Procedures)

1. Data Collector BEGINS with the first person who passes her/his work station after the Data Collector is set to collect data.

2. After recruiting a NonUser and getting her/him started on the Questionnaire, Data Collector selects the SECOND NEXT (that is, every other) person who passes her/his work station.

3. Data Collector proceeds until EITHER:

   a) 25 completed questionnaires have been turned in, OR;

   b) The four-hour Time Block expires.

   c) If a Respondent is not finished with a questionnaire when the Time Block expires, Data Collector waits to collect the completed questionnaire

   d) The 8-week (April 5/May 30) NonUser data collection Target is 300 completed questionnaires. Data collection proceeds as scheduled until either:

   e) The Target of 300 completed questionnaires is reached; OR

   f) The Sampling Period ends on May 30, 1982.

2.5.6 Recruiting NonUsers

Data Collector approaches the NEXT PERSON WHO PASSES BY HIS STATION. Data Collector says:

> "HELLO, I'M (tells name). THE LIBRARY IS TAKING PART IN A NATIONAL STUDY OF LIBRARY COMPUTER CATALOGS. HAVE YOU YOURSELF HAD A CHANCE YET TO USE THE COMPUTER CATALOG IN THIS LIBRARY?"

2.5.7 Six NonUser Prospect Types

Prospective NonUser Respondents can be sorted into five categories:

1. NonUser Prospects who are USERS

2. NonUser Prospects who DECLINE

3. NonUser Prospects who are SCREENED-OUT

4. NonUser Prospects who VOLUNTEER

5. NonUser Prospects who ACCEPT AND QUALIFY

6. NonUser Prospects who HAVE QUESTIONS

Procedures for dealing with each of these types are given in the following sections.

2.5.8 NonUser Prospects who are USERS

Prospects who reply that they HAVE used the library's computer catalog must be SCREENED-OUT. Data Collector says:

> "TODAY, WE'RE LOOKING FOR PEOPLE WHO HAVEN'T YET USED THE COMPUTER CATALOG. THANK YOU VERY MUCH, ANYWAY."

2.5.9 NonUser Prospects who DECLINE

Data Collector says "THANK YOU VERY MUCH," and turns away.

Data Collector then records the decline on the Time Block Summary Sheet, recording the decliner's sex and estimated age.

2.5.10 NonUser Prospects who are SCREENED-OUT

AFTER a Prospect ACCEPTS but BEFORE s/he is given a questionnaire, Data Collector says:

> "HAVE YOU DONE ONE OF THESE SINCE APRIL FIRST, OR BY CHANCE ARE YOU A LIBRARY STAFF MEMBER?" IF PROSPECT REPLIES "YES" to either question, Data Collector says, "IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW, BUT THANK YOU FOR YOUR COOPERATION, ANYWAY."

2.5.11 NonUser Prospects who VOLUNTEER

Some library patrons who notice the data collection activity may volunteer to complete a questionnaire. While their interest and cooperation is appreciated, sampling strategy requires that their questionnaires be carefully marked "VOLUNTEER" in the upper righthand corner of the questionnaire front cover before the questionnaire is given to them. Volunteer questionnaires will be treated separately in the data analysis phase, and it is essential that Volunteer questionnaires be clearly identified as such by the Data Collector. The Supervisor will doublecheck this carefully.

2.5.12 NonUser Prospects who ACCEPT AND QUALIFY

These are the Respondents we seek, Prospects we have selected, who accept, and who are not screened out by the Data Collector. Data Collector says:

> (Walking with Respondent to work station) "HERE IS YOUR QUESTIONNAIRE. PLEASE USE THIS PENCIL (gives her/him a Number Two Pencil). PLEASE READ THE DIRECTIONS CAREFULLY BEFORE YOU BEGIN. MARK YOUR ANSWERS BY FILLING IN THE CIRCLES BESIDE THEM. PLEASE BE SURE TO FILL THE CIRCLES IN COMPLETELY, SO THAT THE SCANNER WILL RECORD YOUR ANSWERS CORRECTLY. YOU MAY SIT HERE TO DO THE QUESTIONNAIRE. WHEN YOU'RE FINISHED, PLEASE PUT YOUR QUESTIONNAIRE IN THAT BOX (points at box). THANK YOU."

Data Collector turns away from the Respondent, completes the entry on the Time Block Summary Sheet, and begins sampling and recruiting for the next Prospect (see "Counting NonUsers" section above).

2.5.13 NonUser Prospects Who Have QUESTIONS

In recruiting and getting completed questionnaires from library computer catalog users, the Data Collector may have to deal with three types of questions from Prospects and Respondents:

1. Questions about THE STUDY AND THE PROSPECT'S PARTICIPATION. Questions which can be anticipated, with Data Collector's reply, are:

   a) "How long will it take?" "ABOUT 15 MINUTES".

   b) "What's it for?" "A NATIONAL SURVEY TO LEARN WHAT LIBRARY USERS THINK ABOUT LIBRARY COMPUTER CATALOGS."

   c) "But why me? I don't know anything about it." "WE'RE VERY INTERESTED IN HEARING FROM PEOPLE WHO AS YET HAVEN'T USED THE COMPUTER CATALOG."

   d) "I'll take it home and bring it back to you." "I'M SORRY, BUT I HAVE TO TURN THESE QUESTIONNAIRES IN TODAY."

   e) "But I'm a library staff member." "IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW, BUT THANK YOU FOR YOUR COOPERATION, ANYWAY."

   f) (Volunteer) "May I fill out one of those?" "OF COURSE. HERE YOU ARE." (Data Collector must remember to mark "VOLUNTEER" clearly in the upper right corner of the questionnaire front cover before giving it to the Volunteer.)

   g) "Who is doing the Survey?" "THE COUNCIL ON LIBRARY RESOURCES IN WASHINGTON, D.C."

2. Questions about THE QUESTIONNAIRE. Questions which can be anticipated, with Data Collector's reply, are:

a) "I don't understand how to mark this" "HAVE YOU READ THE INSTRUCTIONS CAREFULLY? WHICH ONE DON'T YOU UNDERSTAND?"

b) "I don't understand what this question means." "PLEASE JUST DECIDE WHAT YOU THINK IT MEANS, AND ANSWER ACCORDINGLY."

c) "None of the answers on this one fit." "PLEASE MARK THE REPLY THAT IS NEAREST YOURS."

d) "I want to mark more answers here." "PLEASE CHECK THE INSTRUCTIONS FOR THAT ITEM. IF YOU MARK MORE THAN IS INDICATED, YOUR ANSWER MAY NOT BE COUNTED."

e) "Do I answer questions 13-15?" (In public library) "NO". (In academic or research library) "YES".

2.5.14 Checking NonUser Questionnaires For Correct Marking

A returned questionnaire may have little or even no value unless it has been completed fully and correctly. The Data Collector is asked to check each questionnaire carefully before submitting it to the Study Supervisor, who in turn will verify each questionnaire before forwarding it for analysis.

The Data Collector may doublecheck the questionnaires EITHER as they are returned by Respondents OR at the end of a Time Block. Every questionnaire should be checked for the following items:

1. Has Data Collector fully and correctly completed the "OFFICE USE ONLY" section on the back page of the questionnaire? This section must be coded for Library System ID (three letters), Location (two letters), and Month, Day, and Year. (The "Verified" portion will be completed by the Study Supervisor.)

2. Are there any EXTRANEOUS MARKINGS on the questionnaire which might interfere with the automatic scanning process. If they can be erased, Data Collector erases them. If not, Data Collector writes "X MARKS" in the upper right corner of the questionnaire front cover.

3. Is the questionnaire wrinkled, torn, or mutilated, a condition which may cause it to jam in the automatic scanner? If so, Data Collector writes "DAMAGE" in the upper right corner of the front cover of the questionnaire.

4. For every questionnaire turned in by a Volunteer, is the word "VOLUNTEER" written in the upper right corner of the front cover of the questionnaire? (If ,in error, a questionnaire is submitted by a library staff member, "STAFF" should be written, instead of "VOLUNTEER".

5. Did the Respondent answer EVERY ITEM on the questionnaire? If not, Data Collector writes "INCOMPLETE" in the upper right corner of the questionnaire front cover.

6. Did the Respondent COMPLETELY FILL IN THE CIRCLES in marking her/his replies? If not, Data Collector should complete filling-in every circle where Respondent has marked a response.

2.5.15 Returning NonUser Data Collection Materials

1. After checking all questionnaires for complete and correct marking, the Data Collector makes sure that questionnaires are in correct serial-number order (lowest number on top), and that unused questionnaires are separated from used ones.

2. Data Collector reviews completed Time Block Summary Sheet to make sure that it has been fully and correctly completed.

3. Data Collector collects all other data collection materials brought to the site.

4. Data Collector returns questionnaires and data collection materials, either taking them to the Study Supervisor, or leaving them in a secure storage area designated by the Supervisor.

Chapter 3

DATA COLLECTION SUPERVISION

3.1 SAMPLING PERIOD AND TARGETS

The Sampling Period in all Libraries:

1. BEGINS 5 April 1982

2. ENDS NO LATER THAN 30 May 1982, a MAXIMUM period of 8 weeks.

   Completed questionnaires, reports, and forms are due-out from the library every Monday during the Sampling Period, covering the preceding 7 days. Analysis and reporting on materials received later than 7 days after the due-out date cannot be guaranteed.

3. Data Collection Targets are;

4. 25 completed questionnaires per Time Block

5. USERS: 25/TB x 4TB/week to Sampling Period Target of 550 maximum by May 30, 1982.

6. NONUSERS: 25/TB x 2 TB/week to Sampling Period Target of 300 maximum by May 30, 1982.

7. TARGET TOTAL (U+NON-U): 550 + 300 = 850 MAXIMUM/LIBRARY BY MAY 30, 1982.

3.2 SELECTING DATA COLLECTORS

Library staff members, graduate students, or others may be selected. If library staff members are used, their experience will have a continuing value for other library surveys. If graduate students are sought, psychology, sociology, or opinion research programs may offer excellent candidates. Ideally, Data Collectors will have training and experience in survey research. As a minimum, they should have excellent interpersonal communication skills, the ability to learn and follow detailed procedures exactly, and the motivation and integrity to work efficiently and accurately without immediate supervision.

3.3 TRAINING DATA COLLECTORS

The Data Collector's basic tasks and procedures are set forth in detail in Chapter 2, which can be reproduced separately and given to Data Collectors responsible for orienting and training Data Collectors. Ideally, a training session of about four hours will be provided . If such a session is impractical, the Supervisor and the Data Collectors separately should study Chapter 2 thoroughly, and then meet to discuss and resolve uncertainties and problems, set Sampling Schedule assignments, and agree on details of procedures. However delivered, the Data Collector training agenda is given in the next section.

3.3.1 Data Collector Training Agenda

1. Study background. Highlights of Chapter 1.

2. Sampling Schedule. Review with Data Collectors, make assignments for individual Time Blocks. The Sampling Schedule is discussed in Chapter 2.

3. USER Data Collection Procedures. Walk through the process of administering the User Questionnaire as detailed in Chapter 2.

4. NONUSER Data Collection Procedures. Walk through the process of administering the NonUser Questionnaire as detailed in Chapter 2.

5. Problems

   a) Data Collector unable to cover assigned Time Block. Action: Notify Supervisor, well in advance if possible or after the fact if unavoidable.

   b) Computer catalog not available, not operating, or performing unreliably. Action: Note times and details on Time Block Summary Sheet, following procedures outlined in Chapter 2.

   c) Questionnaire serial number range broken. Action: Record missing numbers on Time Block Summary Sheet, Item 14. In Item 8, record the actual number of questionnaires received or taken from storage.

   d) Not all questionnaires used. Action: Separate blank questionnaires from completed ones. Place blank questionnaires in order by serial number, return to storage separately. The Supervisor should hold blank questionnaires until the end of the study period, in case they are needed to collect additional data.

6. Review, discuss questions and problems

7. Data Collector Practice

   a) Questionnaires, a Data Collector ID Badge, and 2 copies of the Time Block Summary Sheet.

b) Supervisor assigns each Data Collector to 1 Terminal Location to practice recruiting Users and 1 Library Location to practice recruiting NonUsers.

c) Under Supervisor's unobtrusive observation, each Data Collector recruits 2 Users and 2 NonUsers, completes the respective Time Block Summary Sheets, and turns in these materials.

d) Supervisors checks and reviews with each Data Collector the materials turned in. Any errors found or problems encountered are discussed and resolved.

3.4 CONTROL OF QUESTIONNAIRES AND MATERIALS

1. The Supervisor receives a shipment of User and NonUser Questionnaires sufficient for Data Collector training and for data collection. The questionnaires bear individual serial numbers, in sequence.

   When the questionnaires are received, the Supervisor immediately should inventory them. The actual totals of User and NonUser questionnaires received, with the beginning and ending serial numbers and any missing numbers, should be reported by telephone at once to the Study Coordinator or to: Ms. Betsy Llosa-Sandor, UC DLA, (415) 642-9485.

2. The Coordinator sends the Supervisor a Sampling Schedule for the eight-week Sampling Period, April 5 through May 30 1982. The Sampling Schedule will be complete, except for the names of the Data Collectors assigned to each Time Block by the Supervisor.

3. Separately, the Coordinator sends the Supervisor a supply of Time Block Packet Envelopes, one-each labelled for each Time Block on the Sampling Schedule. The Supervisor sees to it that Time Block Packets are prepared and doublechecked to make sure that each contains:

   a) 25 Questionnaires (User or NonUser, according to the Sampling Schedule

   b) 1 Time Block Summary Sheet

   c) 1 Key Points For Data Collectors

   d) 1 USER or NONUSER RECRUITING SCRIPT, according to the Sampling Schedule.

   e) 1 "FACTS ABOUT THE NATIONAL COMPUTER CATALOG STUDY"

4. In the designated storage area, Supervisor should have available for Data Collector the other necessary data collection materials itemized in Chapter 1 and repeated below for convenient reference:

   a) National Computer Catalog Study In Progress, general notice sign

b) Information designating reserved tables/chairs at data collection site

c) Reserved for Computer Catalog Study, tabletop signs

d) Labelled box for completed questionnaires

e) This is Terminal XX,Terminal ID Signs based on IDs assigned by Supervisor.

f) Data Collector's ID Badge

g) Supply of Number 2 pencils

h) Clipboard

i) Timepiece

j) Data Collection Manual (this document)

5. Supervisor should make sure that all necessary materials are available and in order at the designated place preceding each scheduled Time Block, and that the questionnaires and other materials are returned complete and in specified order after each Time Block has been completed.

6. Supervisor should review each Questionnaire turned in by Data Collector to be sure that all information required has been completed, or omissions noted on the form according to specified procedure.

   Important note: After doublechecking, the Supervisor checks the Verified box in the Office Use Only section on the back of the questionnaire, then initials and dates it in the space provided.

7. Supervisor retrieves any blank questionnaires for a Time Block returned by Data Collector, and stores them in a separate place, in case they are needed at the end of the data collection period.

8. The Sampling Week begins on Monday and ends on Sunday.

IMPORTANT IMPORTANT IMPORTANT

EACH MONDAY, the Supervisor completes a separate copy of the Supervisor's Weekly Report covering the preceding week. The Report is transmitted, together with all User and NonUser question forms for the week, plus copies of all Time Block Summary Sheets submitted by Data Collectors during the week. These materials--all in the same package--should be sent VIA AIR COURIER OR U.S. EXPRESS MAIL ONLY (no library-rate or first-class mail) to:

University of California
Division of Library Automation
186 University Hall
Berkeley, CA 94720
ATTN: Ms Betsy Llosa-Sandor
(Telephone: 415-642-9485)

IMPORTANT CAUTION

In the Pilot Study, some materials were returned to the study by library-rate and first-class U.S. mail. Many forms were not received by the Study until data analysis was virtually completed, minimizing or negating the value of the data received late. For that reason, Library Supervisors are requested to send all materials by either Air Express or by U.S. Express Mail only. ANALYSIS OF AND REPORTING ON ANY MATERIALS RECEIVED MORE THAN 7 DAYS AFTER DUE-OUT DATE CANNOT BE GUARANTEED.

9. If Supervisor has questions or problems concerning the receipt and return of questionnaires and forms, s/he should call:

   Ms. Betsy Llosa-Sandor or
   Ms. Vicki Graham
   UC DLA
   (415) 642-9485

3.5 DATA COLLECTION SUPERVISION PROBLEMS

1. Data Collector does not complete or incorrectly completes control information on questionnaires or on one or more items on the Time Block Summary Sheet. Action: This is the single most important problem encountered, because it may minimize or destroy the value of all data collected. Supervisor should review and sign-off the VERIFY section on every completed questionnaire submitted by Data Collector. Similarly, Supervisor should review every Time Block Summary Sheet turned in by Data Collector, and should review promptly with Data Collector any errors or omissions found.

2. Computer Catalog out of service, erratic, or unavailable during a scheduled Time Block. Action: Detailed procedures are given in Chapter 2. Briefly, Data Collector should cancel a Time Block when the system is down for at least 30 minutes. For briefer interruptions, Data Collector continues taking data but reports system interruptions or faulty performance in Item 14 of the Time Block Summary Sheet. Supervisor should report these events on the weekly Supervisor's Weekly Report. Appendix H.

3. Data Collector fails to cover a scheduled Time Block. Action: If notified in advance by Data Collector, Supervisor should arrange for coverage by another Data Collector. If Supervisor learns about the omission after the fact, Supervisor should review the reasons for this with the Data Collector, so that the problem does not recur.

4. Data collection is scheduled at a time or Terminal Location which is anticipated to be or found to be a low-traffic period. Action At the

Supervisor's discretion, Supervisor instructs Data Collector to COUNT EVERY PERSON RATHER THAN EVERY OTHER PERSON in selecting Prospects.

3.6 QUALITY CONTROL OF DATA COLLECTION

Exact compliance with specified procedures, and especially completeness and accuracy of all questionnaires and other data is essential to the validity and utility of the Study. The Supervisor is the key to establishing and maintaining quality control of data collection. To that end, the following points are most important:

1. Data Collectors should be well selected and properly trained before data collection begins.

2. Data Collectors should be observed by Supervisor at regular intervals, to make sure that they understand and are complying with procedures.

3. Questionnaires should be reviewed and verified as soon as possible after a Time Block ends. Specific review items include:

   a) OFFICE USE ONLY information on back cover complete and correct?

   b) All response circles filled in completely?

   c) On User Questionnaire, ITEM 47, if write-in comments appear has the response circle been filled in?

   d) All X MARK, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires reported on Time Block Summary properly indicated on questionnaires?

   e) Are completed and blank questionnaires separated, with each placed in order by ascending serial number?

4. On the Time Block Summary Sheet:

   a) Has every item been reported?

   b) Does information reported in Items 1-6 agree with the corresponding information on the Sampling Schedule?

   c) Is every questionnaire indicated in Item 7 accounted for?

   d) Do tally marks correspond with totals reported in Items 10, 11, and 12?

   e) Is every questionnaire marked X MARKS, DAMAGE, VOLUNTEER/STAFF, or INCOMPLETE reported by serial number on the Time Block Summary Sheet?

   f) If Data Collector comments appear on the back of the form, is that indicated by "OVER" on the front?

3.7 REPORTING BY STUDY SUPERVISOR

Study Supervisors' contributions are of vital importance to the timely and effective completion of data collection and to insuring the quality of the data gathered. In turn, accurate, complete, and on-time reporting and submission of questionnaires to the Study is essential, so that data analysis can proceed on schedule, and any concerns requiring attention or corrective action can be dealt with promptly.

Data collection at the library level goes forward for a period of eight weeks, beginning April 5 and ending May 30, 1982.

Each week during the data collection period, the Supervisor is responsible for checking and verifying the questionnaires and Time Block Summary Sheets turned in by Data Collectors, for completing the Supervisor's Weekly Report, and for transmitting all these materials to the Study address given above and on the Supervisor's Weekly Report Form.

An example of a completed Supervisor's Report Form is given on the next page, and a master copy of the form is given in Appendix C.

EXAMPLE OF A COMPLETED SUPERVISOR'S WEEKLY REPORT FORM

Notes: Sampling Week begins on Monday and ends on Sunday. It has Six Time Blocks as specified in the Sampling Schedule. A Supervisor's Weekly Report is due-out each Monday during the Sampling Period (April 5 - May 30), covering the preceding week. Copy information from Time Block Summary Sheet for each TB. ("TB ID" is ITEMS 5+6). Transmitted with the Supervisor's Weekly Report are all completed User and NonUser questionnaires and all completed Time Block Summary Sheets for the week. These materials should be SENT BY AIR COURIER OR U.S. EXPRESS MAIL ONLY (no Library Rate or first-class mail) in a single package to: Ms. Betsy Llosa-Sandor, UC Division of Library Automation, 186 University Hall, Berkeley, CA 94720. (For questions, Tel (415) 642-9485)

LIB NOR FOR WEEK BEGIN MONTH Apr DAY 5 END MONTH Apr DAY 11

TB ID	DC INIT.	LOC	U/ NonU	DE-CLINE	SCREEN-OUT	VOLUN-TEER	COMP-LETE	VERI-FIED	NOTE NO *
APR 5 A	J.S.	MA	U	10	7	2	21	X	1
APR 6 M	D.J.	EN	N	15	0	0	25	X	___
APR 8 E	D.J.	MA	U	3	2	0	25	X	___
APR 9 A	J.S.	KR	U	7	3	1	23	X	2
APR 10 M	J.S.	HI	N	13	0	0	19	X	3
APR 11 A	D.J.	MA	U	9	5	1	25	X	4

* NOTES. Number each. REPORT: Questionnaires by serial number which have incomplete control information, items for which responses are missing, extraneous markings, or submitted by Volunteers or Staff. Computer catalog failures (begin/end times). Time Blocks cancelled/substituted. Problems, suggestions, whatever else affects data quality. "OVER" for more.

(1) #14452 STAFF (in error), #s 14457,14463 VOLUNTEER_____

(2) #13157 VOLUNTEER_____

(3) Library closed 2 hours for convocation_____

(4) #15213 VOLUNTEER_____

"Please see my other comments on back"_____

SUPERVISOR'S SIGNATURE __/s/ Roberta Flack_____ MONTH APR DAY 12

EXAMPLE OF A COMPLETED SUPERVISOR'S WEEKLY REPORT FORM

3.8 SUPERVISORS' CONTACT LIST

For all matters concerning the transmission of questionnaires, Time Block Summary Sheets, and Supervisors' Weekly Reports:

1. Ms. Betsy Llosa-Sandor
   University of California
   Division of Library Automation
   186 University Hall
   Berkeley, CA 94720
   (415) 642-9485

Study Coordinators:

2. Research Libraries Group libraries:
   Douglas Ferguson
   RLG/RLIN
   Jordan-Juniper Quadrangle
   Stanford, CA 94305
   (415) 328-0920 Ext. 314

3. Online Computer Library Center (OCLC) libraries:
   Neal K. Kaske, Director (Extension 6090)
   Office of Research; or
   Karen Markey, Research Scientist (Extension 6082)
   Office of Research
   OCLC
   6565 Frantz Road
   Dublin, OH 43017
   800-848-5800

4. University of California libraries:
   Gary Lawrence
   UC Library Plans and Policies
   University Hall
   Berkeley, CA 94703
   (415) 642-2370

5. J. Matthews Associates libraries:
   Joseph R. Matthews
   213 Hill Street
   Grass Valley, CA 95945
   (916) 272-8743

6. Library of Congress:
   Robert Zich
   Planning Office
   Library of Congress
   Washington, D.C. 20540
   (202) 287-6233

Appendix A

FACTS ABOUT THE NATIONAL COMPUTER CATALOG STUDY

FACTS ABOUT THE NATIONAL COMPUTER CATALOG STUDY

Finding what you need is an essential step every time you visit the Library. For many years, the familiar card catalog has been the basic tool for locating library materials.

Now many libraries - including ours - are computerizing the card catalog. In a few years, virtually all libraries will have their catalogs "online." These computer catalogs can provide faster service, increased access to the catalog outside the library, and are an important link to other libraries across the country.

The transition from card to computer is both a challenge and an opportunity. The challenge is to avoid building into the computer features which make the catalog confusing or difficult to use. The opportunity is to build on the lessons learned from card catalogs, and to provide you with a more powerful, easier-to-use tool for finding what you need.

Moving into the computer catalog era, we need to learn and understand how you are using the computer catalog, what problems you are having, and what new or improved features you would like to have.

Capturing your experience and recommendations is the object of the national computer catalog study in which our library is participating. The study began in 1981 and will be completed in 1982. The study is being funded by the Council on Library Resources, and is led by a library consortium in which this library is a participant.

The field survey is being conducted at public, academic, and research libraries around the country. At each library, computer catalog users are being asked to complete a multiple-choice questionnaire. A sample of library patrons who have not yet had the opportunity to use this computer catalog will also submit questionnaires.

Questionnaire replies and other data will be analyzed extensively. Study findings and recommendations will be used to improve computer catalogs and associated library services.

Study representatives in this library are wearing identification badges. If a representative asks you to fill in a questionnaire, we sincerely hope that you will contribute the few minutes required to complete it. Your participation is vital to the success of the study.

If you have questions or wish to obtain further information about the Study, please ask a member of the library staff.

Appendix B

TIME BLOCK SUMMARY SHEET

TIME BLOCK SUMMARY SHEET

1a ___ USER 1b ___ NONUSER 2. LIBRARY SYSTEM ___ ___ ___

3. TERMINAL LOCATION ___ ___ 4. DATA COLLECTOR'S INITIALS ___ ___

5. DATE (Mon/Day) ___ ___ 6. TIME BLOCK (M,A,orE) ___
(M=9AM/1PM, A=1PM/5PM, E=5PM/9PM)

7. QUESTIONNAIRES TAKEN FROM STORAGE: Serial Numbers _____ to _____

8. WHAT WAS TOTAL NUMBER OF QUESTIONNAIRES TAKEN FROM STORAGE: _____

9. TIME ACTUAL RECRUITING BEGUN: HOUR ____ MINUTE ____ ___ AM or ___ PM

DATA COLLECTION TALLY	TOTALS
10. COMPLETED _____	_____
11. DECLINED _____	
Male _____	
Female _____	
Age 15-19 _____	
20-34 _____	
35-54 _____	
55-64 _____	
65+ _____	
	___
12. SCREENED _____	
Repeater _____	
Staff _____	
Volunteer _____	
	___

13. TIME ACTUAL RECRUITING ENDED: HOUR ____ MINUTE ____ ___ AM or ___ PM

14. COMMENTS. On back, report by serial number all MISSING, X MARKS, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires, computer down times, or any occurrence which could haveinfluenced data quality. BE SURE TO SIGN THIS TIME BLOCK SUMMARY SHEET BELOW.

15. DATA COLLECTOR'S SIGNATURE _____

Appendix C

SUPERVISOR'S WEEKLY REPORT FORM

SUPERVISOR'S WEEKLY REPORT FORM

Notes: Data Collection Week begins on Monday and ends on Sunday. It has Six Time Blocks as specified in the Sampling Schedule. A Supervisor's Weekly Report is due-out each Monday during the Sampling Period (April 5 - May 30), covering the preceding week. Copy information from final Time Block Summary Sheet for each TB. ("TB ID" is ITEMS 5+6). Transmitted with the Supervisor's Weekly Report are all completed User and Nonuser questionnaires and all completed Time Block Summary Sheets for the week. These materials should be SENT BY AIR COURIER OR U.S. EXPRESS MAIL ONLY (no Library Rate or first-class mail) in a single package to: Ms. Betsy Llosa-Sandor, UC Division of Library Automation, 186 University Hall, Berkeley, CA 94720. (For questions, Tel (415) 642-9485)

LIB _ _ _ FOR WEEK BEGIN MONTH ___ DAY ___ END MONTH ___ DAY ___

TB ID	DC INIT.	LOC	U/ NonU	DE- CLINE	SCREEN -OUT	VOLUN -TEER	COMP -LETE	VERI -FIED	NOTE NO *
_ _ _	_ _	_ _	___	___	___	___	___	___	___
_ _ _	_ _	_ _	___	___	___	___	___	___	___
_ _ _	_ _	_ _	___	___	___	___	___	___	___
_ _ _	_ _	_ _	___	___	___	___	___	___	___
_ _ _	_ _	_ _	___	___	___	___	___	___	___
_ _ _	_ _	_ _	___	___	___	___	___	___	___

* NOTES. Number each. REPORT: Questionnaires by serial number which have incomplete control information, items for which responses are missing, extraneous markings, or submitted by Volunteers or Staff. Computer catalog failures (begin/end times). Time Blocks cancelled/substituted. Problems, suggestions, whatever else affects data quality. "OVER" for more.

_____

_____

_____

_____

_____

SUPERVISOR'S SIGNATURE _____ MONTH ___ DAY ___

Appendix D

KEY POINTS FOR DATA COLLECTORS

KEY POINTS FOR DATA COLLECTORS

1. Know exact site, work station, ID codes of individual terminals.

2. Collect and return materials at a designated point where others can find them.

3. Know how to contact your Supervisor during a Time Block.

4. Account for every questionnaire on the Time Block Summary Sheet.

5. Stop when 25 questionnaires completed OR Time Block expires.

6. At the end of every Time Block, check each questionnaire as follows:

   a) OFFICE USE ONLY information on back cover complete and correct?

   b) All response circles filled in completely?

   c) User ITEM 47 circle filled in if write-in comments are given?

   d) All X MARK, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires plainly marked on front covers?

   e) Completed and blank questionnaires separated and in correct serial order?

7. On the Time Block Summary Sheet:

   a) Has every item been reported?

   b) Items 1-6 agrees with instructions on the Sampling Schedule?

   c) Is every questionnaire indicated in Item 7 accounted for?

   d) Tally marks correspond with Items 10, 11, and 12 totals?

   e) All X MARKS, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires reported

   f) "OVER" written on front if comments appear on back of sheet?

8. IN PUBLIC LIBRARIES ONLY, NonUser Item 12 and User Item 56 is the last Item markd.

9. Approach EVERY OTHER PROSPECT unless specifically instructed otherwise.

10. Follow recruiting scripts given as nearly as you can.

11. Comply with schedules and procedures as far as you can, and report any deviations fully and promptly.

Appendix E

KEY POINTS FOR STUDY SUPERVISORS

KEY POINTS FOR STUDY SUPERVISORS

1. Prepare and double-check Time Block Packets before Sampling Period begins.

2. Store Time Block Packets at designated point accessible to Data Collectors. Clearly pre-identify Terminal Locations and NonUser Data Collection points. Assign Terminal IDs and inform Data Collectors. Reserve and inform Data Collectors about tables to be used as work stations.

3. Be readily available to Data Collectors during scheduled Time Blocks.

4. Especially at outset, ensure that DCs submit questionnaires and Time Block Summary Sheets promptly.

5. Immediately after Time Block, review questionnaires for these items:

   a) OFFICE USE ONLY information on back covers complete and correct?

   b) All response circles filled in completely?

   c) Is user Item 47 circle filled-in if write-in comments are given?

   d) All X MARK, DAMAGE, VOLUNTEER/STAFF, INCOMPLETE questionnaires reported on Time Block Summary properly indicated on questionnaires?

   e) Completed and blank questionnaires separated and in correct serial order?

6. On the Time Block Summary Sheet:

   a) Has every item been reported?

   b) Do TBS and Sampling Schedule agree concerning TBS Items 1=6

   c) Is every questionnaire indicated in Item 7 accounted for?

   d) Do tally marks correspond with totals reported in Items 10, 11, and 12?

   e) Is every questionnaire marked X MARKS, DAMAGE, VOLUNTEER/STAFF, or INCOMPLETE reported by serial number on the Time Block Summary Sheet?

   f) Is "OVER" written on the front if comments are written on the back?

7. Submit Supervisor's Weekly Report promptly.

8. Maintain close contact and coordination with Study Coordinator.

Appendix F

SCRIPT FOR USER DATA COLLECTION

SCRIPT FOR USER DATA COLLECTION

Recruiting Users: "HELLO, I'M (tells name). THE LIBRARY IS TAKING PART IN A NATIONAL STUDY OF LIBRARY COMPUTER CATALOGS. PLEASE TAKE A FEW MINUTES TO FILL IN THIS QUESTIONNAIRE (hands questionnaire to prospective respondent) ABOUT THE LIBRARY'S COMPUTER CATALOG."

User Prospects who DECLINE: "THANK YOU VERY MUCH."

User Prospects who are SCREENED OUT (before giving questionnaire): "HAVE YOU DONE ONE OF THESE SINCE APRIL FIRST, OR BY CHANCE ARE YOU A LIBRARY STAFF MEMBER?" IF Prospect replies "YES" to either question, DC says, "IN THAT CASE, WE WON'T HAVE YOU FILL ONE

User Prospects who ACCEPT AND QUALIFY (Walking with Respondent to work station) "HERE IS YOUR QUESTIONNAIRE. PLEASE USE THIS PENCIL (gives her/him a Number Two Pencil). PLEASE READ THE DIRECTIONS CAREFULLY BEFORE YOU BEGIN. YOU MARK YOUR ANSWERS BY FILLING IN THE CIRCLES BESIDE THEM. PLEASE BE SURE TO FILL THE CIRCLES IN COMPLETELY, SO THAT THE SCANNER WILL RECORD YOUR ANSWERS CORRECTLY. YOU MAY SIT HERE TO DO THE QUESTIONNAIRE. WHEN YOU'RE FINISHED, PLEASE PUT YOUR QUESTIONNAIRE IN THAT BOX (points at box). THANK YOU."

User Prospects who HAVE QUESTIONS

"Will it take long?" "ABOUT 15 MINUTES."

"What's it for?" "A NATIONAL SURVEY TO LEARN WHAT LIBRARY USERS THINK ABOUT LIBRARY COMPUTER CATALOGS."

"But why me? I don't know anything about it." "WE'RE INTERESTED IN YOUR COMMENTS ON THE USE YOU JUST MADE OF THE COMPUTER CATALOG."

"I'll take it home and bring it back to you." "WE NEED TO HAVE YOUR COMMENTS RIGHT NOW, WHILE THE EXPERIENCE IS FRESH IN YOUR MIND."

"But I'm a Library Staff Member." "IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW, BUT THANK YOU FOR YOUR COOPERATION, ANYWAY.

(Volunteer) "May I fill out one of those?" "OF COURSE. HERE YOU ARE."

"Who is doing the Survey?" "THE COUNCIL ON LIBRARY RESOURCES.

"I don't understand how to mark this" "HAVE YOU READ THE INSTRUCTIONS CAREFULLY? WHICH ONE DON'T YOU UNDERSTAND?"

"I don't understand what this question means." "PLEASE JUST DECIDE WHAT YOU THINK IT MEANS, AND ANSWER ACCORDINGLY."

"None of the answers on this one fit." "PLEASE MARK THE REPLY THAT IS NEAREST YOURS."

"I want to mark more answers here." "PLEASE CHECK THE INSTRUCTIONS FOR THAT ITEM. IF YOU MARK MORE THAN IS INDICATED, YOUR ANSWER MAY NOT BE COUNTED."

Appendix G

SCRIPT FOR NONUSER DATA COLLECTION

SCRIPT FOR NONUSER DATA COLLECTION

Recruiting Nonusers "HELLO, I'M (tells name). THE LIBRARY IS TAKING PART IN A NATIONAL STUDY OF LIBRARY COMPUTER CATALOGS. HAVE YOU YOURSELF HAD A CHANCE YET TO USE THE COMPUTER CATALOG IN THIS LIBRARY?"

Nonuser Prospects who are USERS: "TODAY, WE'RE LOOKING FOR PEOPLE WHO HAVEN'T YET USED THE COMPUTER CATALOG."

Nonuser Prospects who DECLINE: "THANK YOU VERY MUCH."

Nonuser Prospects who are SCREENED-OUT: "HAVE YOU DONE ONE OF THESE SINCE APRIL FIRST, OR BY CHANCE ARE YOU A LIBRARY STAFF MEMBER?"...IN THAT CASE, WE WON'T HAVE YOU FILL ONE OUT JUST NOW." JUST NOW."

Nonuser Prospects who ACCEPT AND QUALIFY: "HERE IS YOUR QUESTIONNAIRE. PLEASE USE THIS PENCIL PLEASE READ THE DIRECTIONS CAREFULLY BEFORE YOU BEGIN. MARK YOUR ANSWERS BY FILLING IN THE CIRCLES BESIDE THEM. PLEASE BE SURE TO FILL THE CIRCLES IN COMPLETELY, SO THAT THE SCANNER WILL RECORD YOUR ANSWERS CORRECTLY. YOU MAY SIT HERE TO DO THE QUESTIONNAIRE. WHEN YOU'RE FINISHED, PLEASE PUT YOUR QUESTIONNAIRE IN THAT BOX"

Nonuser Prospects who have QUESTIONS

"How long will it take?" "ABOUT 15 MINUTES."

"What's it for?" "A NATIONAL SURVEY TO LEARN WHAT LIBRARY USERS THINK ABOUT LIBRARY COMPUTER CATALOGS."

"But why me? I don't know anything about it." "WE'RE VERY INTERESTED IN HEARING FROM PEOPLE WHO AS YET HAVEN'T USED THE COMPUTER CATALOG."

"I'll take it home." "I'M SORRY, I MUST TURN THESE QUESTIONNAIRES IN TODAY."

"I'm a Library Staff Member." "THEN WE WON'T HAVE YOU FILL ONE OUT JUST NOW."

"May I fill out one of those?" "OF COURSE. HERE YOU ARE."

"Who is doing the Survey?" "THE COUNCIL ON LIBRARY RESOURCES."

"I don't understand how to mark this." "HAVE YOU READ THE INSTRUCTIONS CAREFULLY? WHICH ONE DON'T YOU UNDERSTAND?"

"I don't understand what this question means." "PLEASE JUST DECIDE WHAT YOU THINK IT MEANS, AND ANSWER ACCORDINGLY."

"None of the answers on this one fit." "PLEASE MARK THE REPLY THAT IS NEAREST YOURS."

"I want to mark more answers." "PLEASE CHECK THE INSTRUCTIONS FOR THAT ITEM. IF YOU MARK MORE THAN IS INDICATED, YOUR ANSWER MAY NOT BE COUNTED."